AAAS

Communication Skills

For Business Students

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Communication skills

Q.1. What is communication? Write few definitions of communication?

Ans. The English word 'communication' is derived from the Latin noun 'communis' and the Latin verb 'communicare' that means 'to make common'. The word was used in English language for first time in 1914. It is the most essential skill to be successful in every field of life. Every living thing communicates even the ants and bees communicate too.

Communication in its simplest sense involve two or more persons who come together to share, to dialogue and to commune, or just to be together for a festival or family gathering. Dreaming, talking with someone, arguing in a discussion, speaking in public, reading a newspaper, watching TV etc. are all different kinds of communication that we are engaged in every day. Thus, 'communication' can be defined as 'the interchange of thoughts or ideas'.

Here are some other definitions of communication.

1-Communication is exchange of information

2-Communication is any behaviour that results in an exchange of meanings

3-Communication is mutual exchange of facts, thoughts, opinions, or emotions.

4- To send message across is also called communication

5- Communication is a mutual exchange of useful information in the form written oral or some other means to get the desired results.

6- A process of sharing or exchange of ideas, information, knowledge, attitude or feeling among two or more persons through certain signs and symbols.

Q. 2. What are the objectives of effective communication?

Ans. We can derive a lot of objectives from the definition of communication. Here is a brief description of the objectives.

1-To Inform

The first and foremost objective of communication is to exchange information. It is the major objective of communication to convey the message or information to others.

2-To Persuade or Convince

The second major objective of communication is to persuade the people to change their behaviour in your favour. It aims at the change of opinion as advertisers do.

3- To Solve the Problem

The solution of any problem depends on the information available about the problem. Communication helps you to collect information and solve the problem.

4-Coordination

Communication is necessary to harmonize our efforts. It helps an organization to bring all the efforts together. Coordination is a thing that is essential for smooth working of an organization.

Essentially, the primary function of communication is to inform, educate, entertain and persuade people.

Q.3. What are the benefits/advantages of communication?

Or

What is the importance of communication?

Ans. Communication is important both for an individual and also for the society. A person's need for communication is as strong and as basic as the need to eat, sleep and love. Communication is the requirement of social existence and Isolation is in fact the severest punishment for human being. Communication is not only essential for individuals but also for organization. An organization may work smoothly only when it possesses high standards of communication.

Some most useful advantages of communication are as under:

1-Life blood of any organization

It is the communication that makes an organization to work efficiently. It is the soul of an organization. Every matter depends on communication.

2- Smooth functioning

As already said communication is the only source that enables an organization to run on right directions. Sale purchase and every other business matter including human resource management depend on communication.

3- A source of liaison with external parties

Communication helps an organization to deal effectively with external parties.

4- Increase production

Effective communication is the most effective measure in the increasing the production of an organization.

5-Planning and coordination

Communication helps in planning and controlling the business matters of an organization.

6-Decision making

Communication provides necessary information for making right decision at right time.

7-Motivation

It is through communication only that you can motivate the people and the workers.

8- Interaction with customers

Only communication makes it possible to deal effectively with the customers.

9-Source of feedback

Communication enables you to get feedback about your goods and services.

10-Public relations

Public relations which are the source of success are built and maintained through communication.

11- A global value

Communication has become a great global value. Only such organization or person gets response as is well versed in communication.

12- Necessary for personal success and promotion.

Q .4. What is importance of communication in personal life?

Ans. Communication has become a global value. Only that organization or person gets response that is well versed in communication. Communication is the means by which people convey to one another. Throughout our lives, we are involved in communication situations. When we talk and work with our colleagues, friends, subordinates, superiors, experts, teachers, students, family members and with the people in all walks of life, when we read and /or write the books, when we buy or sell the products or services, when we manage our business and when we are involved in any other activity, we are invariably involved in communication situation. The society in general or an organization of any type cannot exist without the relations that are built and strengthened by communication.

So the communication is the source of success in this age. A person possessing communication skills is always preferred and honoured everywhere. It enables him to

achieve the goal and aims of his life. It is the source of promotion for a person.

Q .5 what is communication process or communication cycle?

Ans. Communication is the mutual exchange of useful information through different media. The message or information reaches the receiver after passing through many phases or steps. Step by step flow of communication is called the communication process. The steps involved in communication are described as under;

1-Conception; thinking the message

The sender thinks about the message, conceives the ideas and decides about the message.

2-Encoding.

Encoding is the formulation of messages in the communicator's mind, that is, the communicator translates his ideas, thoughts or information into a message.

3-Transmission

The selection of media for conveying the message is decided by the sender. The mode of conveying the message is called the transmission.

4- Reception.

At this stage the message is received by the receiver.

5-Decoding

The process of understanding the message is called decoding.

6-Feedback

It is the response of the receiver after understanding the message which he conveys to the sender.

Q .6 What are the components or elements of communication process?

Ans. Communication is the transmission of message from one person or organization to other. It is a dynamic process involving a series of actions and reactions with a view to achieving a goal. These actions are called the elements or components of communication process. Each element plays an important role in making the communication effective:

These components or elements are as under;

1-The Context or Situation

The context is the situation or circumstances in which the message is formulated received or sent.

2-The sender/encoder/communicator

Communicator (sender or encoder) is the one who begins the communication process. He may be a person who takes the initiative to start a message.

3-The Message

The message is the backbone of the communication process. It is the major component of the process. What does the sender wants to convey is called the message. It may be written oral or a sign.

4-The Medium or Channel

A channel is the vehicle through which a message is carried from the communicator to the receiver. The channels of communication are many-written, spoken, verbal, non-verbal, mass media, etc.

5-The Receiver

The receiver is the person for whom message is intended. For effective communication, the receiver is the most important link in the communication process.

6-The Feedback

Feedback is the response or acknowledgement of receiver to the sender. How does the receiver react or feel about the message is conveyed to the sender.

Q. 7 What are the barriers in the way of communication?

Ans. Any disturbance in the process of communication which hinders the smooth flow of information is called the barrier in the way of communication. Here are the barriers briefly discussed.

1-Semantic barriers

The words used by the sender are not understood properly by the receiver. He can give some different meanings to the words of the message due to denotation, connotation or by passing.

2-Physical barriers

Noise disturbance and distraction are physical barriers. These are mainly related to receiver's environment.

3-Mechanical barriers

All the barriers related to machines that are used as media are called mechanical barriers.

4-Wrong perception

Due to cultural differences many messages are not understood properly. These include stereotyping slanting and close mindedness.

5-Complex organizational structure

Sometimes message is delayed or derailed due to complex structure of the organisation. The meanings of thee message changed or mutilated.

6-Credibilty of the sender

If sender is not trustworthy his message will not be taken seriously and true. The receiver will not pay any attention to it.

7-Complexity of message

The complex contents of the message are also one of the barriers in the way of communication.

8-Misunderstanding the body language

If receiver is not familiar to the body language he may misunderstood the motions and gestures and would not be able to translate the message correctly.

Q8. Briefly describe the Kinds of communication?

Ans. Communication is the exchange of information. A communicator might convey his message through different means and methods. The ways or methods of transmitting the message are called its kinds. There are three major kinds of communication.

1-Oral communication

2-Written communication

3-Non-verbal communication

1-Oralcommunication

Oral communication is the kind of communication which involves the spoken words. Oral communication generally involves both verbal and non-verbal symbols. We spend a lot of time in speaking. Oral messages are continuous, with words and sounds spoken and uttered in connected way. Oral communication is personal, spontaneous and flexible. The spoken words can encourage the people to take over and complete the tasks beyond their ability. The speeches of famous leaders and revolutionaries have had the greatest impact on people resulting in movements and revolutions. Oral communication is vital to human relationships in every business organization as well as social gatherings.

2-Written communication

Written communication means communication through written or printed words. This is primarily verbal in nature. Written communication is formal and literate and follows rules of grammar strictly.

3-Non Verbal communication

The kind of communication that does not involve words but sounds gestures motions signs and expressions is called Non Verbal communication. Everything from the simple shrug of the shoulder, the V-sign, the OK ring, the thumbs up gesture, eye movements, facial expressions, body postures, gestures, gait, clothing to the tone of voice, the accent. Non Verbal components of communication also involve the use of space, of touch and smell and paralanguage.

Q. 9. What are characteristics of Oral communication? Write its merits and demerits also?

Ans. Oral communication is a kind of communication that consists of spoken words. Oral communication is the kind of communication which involves the spoken words. Oral communication generally involves both verbal and non-verbal symbols. We spend a lot of time in speaking. Oral messages are continuous, with words and sounds spoken and uttered in connected way. Oral communication is personal, spontaneous and flexible. The spoken words can encourage the people to take over and complete the tasks beyond their ability. The speeches of famous leaders and revolutionaries have had the greatest impact on people resulting in movements and revolutions. Oral communication is vital to human relationships in every business organization as well as social gatherings.

Characteristics of oral communication

1-It is simple and easy.

2-Conversational in nature.

3-It is interpersonal.

4-Interpersonal relations are always kept in mind.

5-It is suitable for non-technical issues.

6-It is flexible and changeable.

7-It is used for matters that need prompt action.

8-It has no permanent record.

Merits or advantages of oral communication

1-It is fast and time saving.

2-It is economical.

3-It is flexible.

4-It is used in urgency.

5-It can change the behaviour of listener.

Demerits of oral communication

1-It cannot be used for lengthy messages.

2-It does not provide enough time for thinking.

3-It has no permanent record

4-Body language may be misunderstood.

5-The message can be distorted.

Q. 10- What is written communication, write down its characteristics?

Ans. **Written communication**

Written communication means communication through written or printed words. This is primarily verbal in nature. Written communication is formal and literate and follows rules of grammar strictly.

Following are its characteristics

1-It is longer and complex.

2-more time is needed to get feedback.

3-It is mostly used for technical details.

4-It is not flexible.

5-It conveys the same message as intended by the sender.

6-It has permanent record.

7-It is somewhat costly than other kinds.

Q. 11. What is Non Verbal communication? What are its types and importance?

Ans. The mode of communicating without words but with sounds and body language is called Non Verbal communication. It is very helpful in conveying our feelings and emotions. Words cannot completely describe the feelings which are easily conveyed by the gestures. Albert Mehrabian, expert on body language and author of books like silent messages, found out that the total impact of oral message is only about 7% verbal, 38% vocal and 55% non-verbal. Everything from the simple shrug of the shoulder, the V-sign, the OK ring, the thumbs up gesture, eye movements, facial expressions, body postures, gestures, gait, clothing to the tone of voice, the accent. Nonverbal components of communication also involve the use of space, of touch and smell and paralanguage.

Non Verbal communication can be understood by the following types or aspects;

1-Facial behaviour

2-Kinesics or body movement

3-Posture and gestures

4-Personal appearance

5-Clothing

6-Proxemics

7-Paralanguage

1-Facial Expressions

Faces, it is said, is the mirror of the mind. It is the clearest vehicle for nonverbal communication. It is a constant source of information to the people around us. Our faces reveal how we are feeling inside while we might be trying to present a different emotion.

2-Eye behaviour

Eyes and their effect on human behaviour are as important to poets and painters as to the students of nonverbal communication. This is because one can communicate a lot just with the help of the eyes. From winking, seeing, glaring, staring eyes can perform many functions. Eye contact is another important facet of eye behaviour. When one maintains eye contact with the audience, he or she is perceived as sincere, friendly and relaxed.

3-Kinesics and body movement

Ray Birdwhistell, an expert in the field of nonverbal communication, coined the term 'kinesics for the different body expressions. 'Kinesics' means study of body movements. Signs, postures and gestures along with facial expressions are included in kinesics.

4-Posture and Gait

The way we stand or sit and the way we walk (gait) are strong indicators of our physical and emotional states. These show our anger calm aggression and confidence.

5-Personal appearance

Physical appearance is one of the most important factors that influence communication. In fact, one's personal appearance is very crucial as it makes the all-important 'first impression'.

6-Clothing

Our clothes provide the visual clue to our personality. Clothes also indicate about one's age, interests, and attitudes. Information about one's status can be judged from the clothes' age, condition and fashion.

7-Proxemics

Communicating by use of 'space' is proxemics. Often we place ourselves in certain special relationships with other people and objects. The study of these special factors is called 'Proxemics'. Social distance is maintained with people with whom we are meeting for the first time. This distance ranges from 4feet to 12 feet.

8-Para language

Vocal characteristics and vocal sounds constitute 'paralanguage'. Oral communication does not just occur through words uttered. The words are supplemented by a lot of other factors, particularly related to the voice. The pitch, tempo, range, resonance, and quality of voice add a lot of flesh and blood to the words. 'Pitch' is the raising or lowering of our voice. 'Resonance' on the other hand is the variation of volume from a quiet and thin voice to loud, booming voice. Speaking too fast or too slow is a variation of 'tempo'. Para language gives us clues about age, sex, emotional states, personality, etc.

9-Smell and taste

We receive a lot of information about our environment through the sense of smell. Like a particular fragrance announces the arrival of a particular

person. Like smell, taste is also a silent sense that receives and sends messages.

10- **Environmental factors**

Architectural arrangement of objects, interior decoration, colours; time, music, etc are the environmental factors that provide a lot of nonverbal cues and clues.

(93% of communication is nonverbal, 55% through facial expression, posture, gesture 38% through tone of voice)

Q.12- What are the principles of communication?

or

What are the 7 C's of effective communication?

or

Write down C qualities of effective communication?

Ans. There are some rules that are followed to get the best of the communication. These are also called principles or seven C's of good communication because all these begin with the letter C.

The 7 Cs

1-Clarity: The message must be so clear that even the dullest man in the world should readily understand it. The communicator must be very clear about all the aspects of the idea in his mind and about the purpose for which it is to be communicated. Clarity in thought and expression brings desired results.

2-Completeness: A message must include all the important ideas and details. There should be no omission of the relevant details. Completeness in writing is achieved through proper arrangement of ideas flowing into other ideas and progressing into conclusion.

3-Coherence: Coherence means, tying together of several ideas, under one main topic in any paragraph. Relation and clarity are the two

important aspects of coherence. Smooth flow, lucidity and transition should be kept in mind. Coherence saves a message from misunderstanding and misinterpreting.

4-Conciseness: to say the most in the least words is conciseness. It means saying all that needs to be said and no more. We must omit those words and sentences from our message, which are not likely to bring about results. Conciseness refers to thoughts expressed in the fewest words consistent with writing.

5-Concreteness: A good writing is always forceful and direct and has the power and capacity to produce a reaction or desired effect. A clear and direct approach in writing makes it possible to achieve the principle of concreteness in your writing.

6-Correctness: Communication must be correct in tone and style of expression, spelling, grammar, format, contents, statistical information; stress-unstressed, etc. there should not be any inaccurate statements in the message. Efforts must be made to

avoid errors in spellings, punctuations, etc. the incorrect written documents lower the readers' confidence in the writer.

7-Courtesy and consideration

Courtesy in writing means to always keep moral values in mind. We should be polite in our tone and language. Consideration means to focus on the reader. It is also called you attitude. We should use you instead of 'I or we'.

Q. 13- What is Oral presentation?

Oral presentation or speech is an effective way of communication. It is the most effective tool for molding and shaping the public opinion. Oral presentation involves both verbal and non-verbal communication. We spend a lot of time in speaking. Oral messages are continuous in which words and sounds spoken and uttered are interconnected. A good Oral presentation is personal, spontaneous and flexible. The spoken words can encourage the people to take over and complete the tasks beyond their ability. The speeches of famous leaders and revolutionaries have had the greatest impact on people resulting in movements and revolutions. Oral presentation is vital to human relationships in every business organization as well as social gatherings. It may be short or long. Different media are used to deliver a speech.

Q .14- What are the steps of planning an oral presentation?

Ans. Speech is a bestowed quality but one can improve his speaking skills by planning it. A person is to speak before the audience and it demands certain capabilities. The first and foremost thing in this connection is the self confidence. A person should be free of fear of stage. Oral presentation is not a casual speaking but it is planned and prepared speech. Following steps are essential for an oral presentation.

1-Purpose of the speech

The first step is the purpose of the speech. The speaker must have and know the purpose of his speech. Either it is to inform, instruct persuade or entertain.

2-Analysis of the Audience

The second step in this connection is the analysis of the audience. A speaker should be aware of the number of audience, their age, interest, occupation and level of education or understanding before delivering his speech.

3- To know the situation

A good speech or presentation is possible only when the speaker is aware of the context or situation in which he is going to speak. He prepares his speech by keeping in mind the situation.

4-Select the Ideas

When an orator has determined the purpose and analysed his audience along with situation, it becomes very easy for him to select the main ideas he wants to convey. Firstly he makes a random selection of related ideas and then carefully chooses the most relevant ideas.

5-Research

After selecting the ideas the speaker thoroughly researches the topic. He tries to include all the necessary information in his message.

6-Organisation of matter

After selecting the ideas and research the orator prepares his speech. He arranges his ideas and often writes it according to the principles of good writing. He selects an introduction, a body and conclusion for his topic

7-Selection of Audio Visual aids

After compiling his speech he decides the aids which he going to use in his speech. He selects the audio visual aids according to the contents of his speech audience and the situation.

8-Rehearse and revise

The last step in the planning is the revision and rehearsal. The speaker rehearses his speech to become confident and overcome the stage fear.

Q.15. What are the major kinds of Oral Presentation?

What are the kinds of oral presentation or speech?

Or

What are the methods of Delivery?

Ans. There are four kinds of oral presentation or speech. These are used according to the subject matter, topic situation and number and size of audience. These are

1-Manuscript reading

2-Memorised speech

3-exteporaneous speech (prepared)

4-Impromptu speech (unprepared

1-Manuscript reading

Reading out the speech from the paper is called manuscript reading. It is used for long and technical speeches. The long speeches are difficult to memorize. Moreover the technical information needs to be correct. The manuscript reading is the most suitable for such speeches.

2-Memorised speech

If the speech is short and without any technical information it is delivered after memorization. The speaker writes, memorize and deliver the speech. It is not the best method of delivery. Fear of forgetting is always a risk in this kind of speech.

3-exteporaneous speech (prepared)

The speech is prepared and is delivered with the help of written outline, note cards and visual aids. It is considered the best way of delivering a speech. It helps the speaker to have an eye contact with the audience and there is also no fear of forgetting the speech.

4-Impromptu speech (unprepared)

It is an unprepared speech and the speaker is required to speak on the occasion according to the situation. It is always unexpected and hence difficult to deliver. The most experienced speaker uses this kind of delivery. It is mostly used by the people in the helm of the affairs of state or organization.

Q.16. What are the essential parts of a business letter?

Ans. A business letter is a document that reveals the status of the sender as well the organization. If it is well written and organized deftly it produces a favourable response. A business letter is a formal letter and consists of the following essential parts.

1-Letter head; It is the name and address of the sender. Many organizations and even individual have printed letter pads which have not only address but also other necessary information about the sender.

2- Date; It is the essential part of a business letter. It is the date on which the letter was written. It is written in many ways but the most formal way is to write full name of the month then day and after coma the year as February 25, 2012.

3- Inside address; It is the name and address of the person to whom the letter is written. It is also written in the same fashion as letter head. It is the same address that is written outside the envelope.

4-Salutation; it is the courteous way of beginning a letter. Through salutation we address the receiver of the letter. The salutation is according to the status and post of the receiver. We often use the following salutations for our business letters.

Sir, Dear Sir, My dear Sir, Dear Gentleman, Dear Madam

5-Body of Letter; It is the main message of the letter. Here the sender uses his skills to convey his message in the best possible language and manner. The body of letter should be free of mistakes and seven principles of writing should be kept in mind while composing the message.

6-Complimentary Close; It is the formal way of leave taking or ending the letter. It is always according to the salutation. Common complimentary closing are

Yours truly, Yours faithfully, Yours sincerely, etc

7-Signature: no business letter is accepted without signature. It is the name and signature of the sender of the letter below the complimentary close.

Q.17 What is job application?

Ans. A letter written to an employer requesting for employment is called a job application. It has two kinds

1-Solicited job application. It is an application that is written in response to an

advertisement for the job. Vacancies are announced and advertised along with the criteria. The application written to such advertisements is a solicited job application.

2-Unsolicited job application

It is an application which is not in response to any advertisement. It is always written with reference to some reliable sources.

Specimen Solicited Job Application

Q. 18. Write an application to the Chairman TEVTA for the post of stenographer at a college.

Examination hall,
City (A.B.C.)
February 27, 2012

The Chairman,

TEVTA, Punjab,

Lahore.

Subject: Application for the Post of Stenographer

Respected Sir,

I have come to know through the advertisement in the daily Dawn dated February 25, 2012, that there are some posts of stenographer lying vacant under your kind control. I fulfill the criteria for the post and offer my services for one of the above said posts. I am a young man of 26 and blessed by god with sound health. I have been an athlete in my college. Moreover I have got distinction in my academic career.

If I am given a chance I will try my best to prove my worth for the department.

My CV is attached with the application for complete information me.

Hoping a favourable response,

Yours faithfully,
X.Y.Z

Specimen Unsolicited Job Application

Q. 19. Write an application to the Chairman TEVTA for the post of stenographer at a college.

Examination hall,
City (A.B.C.)
February 27, 2012

The Chairman,

TEVTA, Punjab,

Lahore.

Subject: Application for the Post of Stenographer

Respected Sir,

I have come to know through the reliable sources that there are some posts of stenographer lying vacant under your kind control. I fulfil the criteria for the post and offer my services for one of the above said posts. I am a young man of 26 and blessed by god with sound health. I have been an athlete in my college. Moreover I have got distinction in my academic career.

If I am given a chance I will try my best to prove my worth for the department.

My CV is attached with the application for complete information me.

Hoping a favourable response

Yours faithfully,

X.Y.Z